

SIDE TALKS

About the Geo. S. Parker Fountain Pens and Other Subjects.

MARCH 1914

JANESVILLE, WISCONSIN, U. S. A.

No. 78

The New Model—The Wonderful New Pen—The

PARKER

LUCKY CURVE

PRESS-THE-BUTTON SELF FILLING FOUNTAIN PEN

Nothing like it in all the world. See the cuts on next page and see how easily the pen may be filled by simply pressing the button.

The PARKER BAKELITE Pen—the wonderful pen, the barrel of which looks like clear Amber and through which may be seen the ink, and the wonderful workings of capillary attraction as harnessed by the *Lucky Curve*.

See about Larger Discounts on the Self Filler, next page.

The business atmosphere is rapidly clarifying. The wise man of perception who can see into the future further than his neighbor, is preparing for good business.

Think right thoughts, work hard, be kind, don't forget to smile, and do not forget that troubles always look much larger than they really are if we stand too near, or think about them too often.

The amount of energy and vitality expended upon *worry*, if diverted and spent in devising ways and means to increase business will make dark days brighten into sunshine and bring prosperity as well.

RESOLVE FOR 1914

I WILL make good.
I WILL think good thoughts.
I WILL utilize every opportunity that comes along for making sales and they are numerous.
I WILL be a hustler.

EFFICIENCY OFFER

To the proprietor and pen clerks — those who have to do with the selling of Parker Pens, may each have their choice of any \$2.50 Parker Pen for 50c; or of the No. 24 for 80c; or the No. 25 for \$1.00. Name must accompany the order and must be accompanied by stock order. Only one pen to one person on this offer.

We are going to "practice what we preach". Look at the \$2,500.00 advertisement in the Saturday Evening Post and others appearing about March 1st and at regular intervals thereafter until further notice, telling the public about the new SELF FILLER and the new BAKELITE Transparent Pen, as well as the general line.

THE PARKER PEN COMPANY.

By *Geo. S. Parker*

MAR 1914

About the New Parker Press-the-Button Self-Filler

This is going to be a big pen year. No matter whether the times are good or bad, people may deny themselves the purchase of an automobile but they will not forego the purchase of a Parker Pen, because they need them, every one of the 365 days in a year. Its going to be a year of profit taking for every Parker dealer such as he has never had before. It's going to be a year when more Parker Press-the-Button Self-Filling pens will be sold than all other makes of self-fillers combined if we are to judge the trade by the demand, such as we have had during the closing months of 1913.

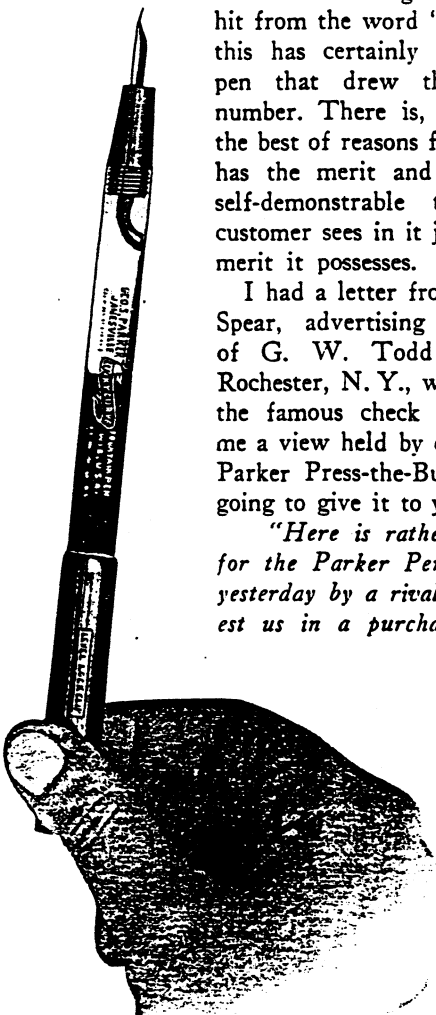
We were literally swamped and overwhelmed with orders for the new Parker Press-the-Button and could not begin to handle all the business sent us. We have been increasing our manufacturing facilities and getting stock ahead so that now we are prepared to care for shipments promptly. Why has this pen proven to be such a winner? It is one of those things

that happen just once in a while of a thing making a hit from the word "go," and this has certainly been the pen that drew the lucky number. There is, however, the best of reasons for it. It has the merit and it is so self-demonstrable that the customer sees in it just what merit it possesses.

I had a letter from J. W. Spear, advertising manager of G. W. Todd & Co., Rochester, N. Y., who makes the famous check perforator and who gave me a view held by one competitor of the new Parker Press-the-Button Self-filler, and I am going to give it to you.

"Here is rather an unusual compliment for the Parker Pen, which was handed out yesterday by a rival salesman trying to interest us in a purchase of 500 souvenir pens, stamped with individual names, to be used as Christmas gifts to our salesmen."

"I told the salesman representing this souvenir pen that it would seem as though a pen to be given out as a Christmas present should be a self-filler; and this salesman said, 'Well, there isn't any successful self-filling fountain pen on the market except the Parker.'"

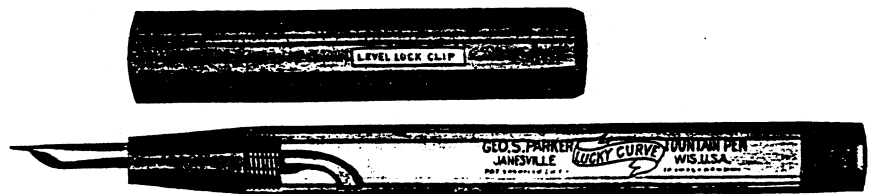


THE PARKER BAKELITE FOUNTAIN PEN
Showing how the LUCKY CURVE really does drain the ink out of the feed channel and back into the reservoir. Note the ink running from the mouth of the curve along the side of barrel down to the ink level in the barrel. You can't miss a sale on a LUCKY CURVE if you use this as a demonstrator.

Mr. Candee of the Stamping Enamel Company says:
"I followed your instructions in filling the new Parker Self Filler this morning and have been using it pretty nearly all day. I certainly like it better than any pen I have ever used. I am going to buy another one this afternoon to give as a present."

Don't you think you can cash in on such a proposition? You know you can and so do I. Just think of it—a Self-filler that holds more ink than its competitors, has no humps nor bumps, no weaknesses, can be used as a regular fountain pen should an accident ever occur temporarily putting out of commission the rubber sack inside. It looks exactly like our regular pen, in fact, we have to put a little knurl on the end of the fountain as a distinguishing mark so it may not be mistaken for the regular style, and to fill you simply take off the little cap at the end of the holder and "press the button" and the pen will fill itself in two seconds.

The amount you will make on this opportunity will be measured only by your activity and preparedness.



THE PARKER BAKELITE PEN

This shows the transparent barrel without ink. No dealer who really wants to make a record in selling Parker Pens should be without this wonderful demonstrating pen. Made only in Nos. 20, 23, 24 and 25, and sold for only one dollar more than the corresponding number in black rubber (Level Lock 25c extra).

How to Increase Your Pen Business 1,000 Per Cent

First, we want to tell you a little history. There is a wonderful material manufactured under the trade name of Bakelite which resembles amber so closely you could not detect the difference unless you are an expert. We secured some of this material to make up into demonstrating pens for our travelers for the purpose of demonstrating the function of the Lucky Curve, as the barrel being transparent one could see from the outside the inside mysterious workings of Capillary Attraction and the part it plays in the successful working of a fountain pen when harnessed by the Lucky Curve used exclusively in the Parker Pen.

Dealers not only admired the demonstrating, but saw commercial possibilities in it that we had not thought of on account of its transparency. They said: "Say, Mr. Parker, here is a pen we want. We have customers who want a pen different in looks from the pens carried by other people, and besides the owner can see exactly how much ink there is in the barrel at all times. Why its great, we just must have some," and so here they are! We are going to make them in the Nos. 20, 23, 24, and 25. Each transparent pen will sell for \$1.00 more than the corresponding number in a rubber barrel.

Now, here is where you may cash in BIG. Order six dozen or a gross of the Pump filler bottles, the bottle that fills a fountain pen without unscrewing the nozzle. Then take one of the Parker Bakelite Pens and start your cleverest salesman out on a canvassing trip in your town. Have him visit every

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along a dozen or two pens. get an audience when he shows the pen—any pen—without unscrewing the ink snoop down through the pumps the ink bottle. The whole operation with the eye, see the barrel fill up with ink. barrel just as quickly by reversing the position and pumping. Sell, they sell like hot cakes. do not jump in and reap a big profit some of your may. You can beat your Christmas record selling pens right now. The time to begin is right now. Are you in on it?

to the trade. There is nothing like it in all the world and up to the present time no other Self Filling Fountain Pen anywhere near approaches it in merit or general utility.

This pen among other good features has neither visible humps nor bumps and has no weak parts as no slits are cut in the barrel making impossible ink leaking out in event injury to the rubber sac, in fact it can be used as a regular fountain pen by taking out the sac, something that we do not believe can be said about any other Self Filling Fountain Pen made.

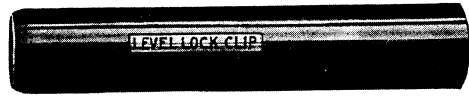
With this uniform scale of discounts now in vogue, the writer hopes we will have your co-operation as never before.

With your kindly permission we are going to help you make the year 1914 the banner fountain pen year. If liberal treatment, progressive and aggressive advertising and supplying of advertising or advertising helps and the addition of the new transparent demonstrating pens count for anything, together with your enthusiastic co-operation, certainly will make the record of 1914 one that you will point to with pleasurable pride.



CUT No. 1. FILLED

The Parker Press-the-Button Bakelite Self Filling Pen. This cut shows the Button after having been depressed, in which act the deflector presses the bar down and empties the rubber sac of air. As soon as the pressure is removed the deflector assumes the position as shown in cut No. 1, and the rubber sac has drank itself full of ink. It is the most simple—the most perfect by far, of all types of Self Filling Pens.



CUT No. 2. READY TO FILL

The Parker Press-the-Button Bakelite Self Filling Pen This cut shows the mechanism of the Parker Press-the-Button Self Filling Pen with the little cap removed ready to press the button so the fountain may drink itself full of ink.

Gentlemen: Received my order of Lucky Curves yesterday and have already sold four of them; therefore find another order enclosed for more pens. The Level Lock Clip is certainly a winner and the Self Filler is just what I have been looking for. It beats anything I have seen. Please rush order through and I could use some more advertising matter.

Spiceland, Indiana.

CLYDE N. SMITH.

Change in Discounts

One of the most important announcements we have made to the trade for a long time is the matter which we are about to lay before you in the way of uniform discounts on the Self Filling Pen to correspond with the regular line.

We have as you know, been making a Self Filling Pen for years and owing to the increased cost of manufacturing, the discount on this pen in less than dozen lots was 33 1/3% and if ordered in dozen lots or greater, either singly or in combination with other Parker Pens, the discount has been 40% while the discount on the regular Parker line has been in one-fourth dozen lots or more, 40% and in dozen lots or greater, 40 and 10%.

From now on, the discount on the Parker Self Filler will be the same as on the other goods. In less than one-fourth dozen lots, the discount is 33 1/3%; in one-fourth dozen lots or more, 40% and in dozen lots or greater, 40 and 10%.

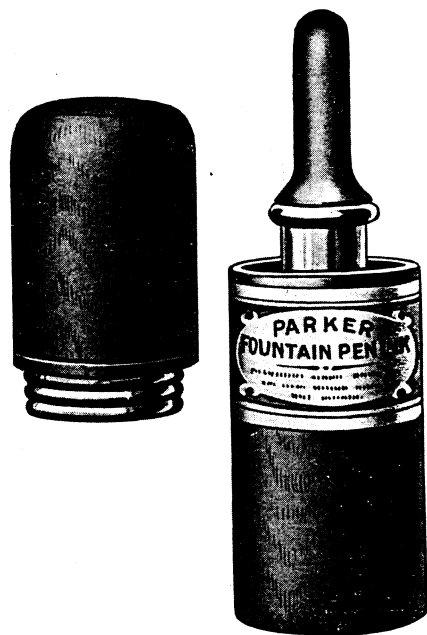
In event of our making the Self Filling Pen in the fancy styles such as gold and silver mounted, those retailing at \$6.00 or more will partake of the discount of 33 1/3% in less than dozen lots and 40% in dozen or greater.

The increased cost of manufacturing the Self Filling Pen will we believe, be more than offset by the larger volume of business, for this pen promises to be the greatest seller of anything we have ever offered



THE NEW THING IN FOUNTAIN PENS

Shows exactly how much ink is in the barrel. A wonderful demonstrator for the live wire salesman



No. 2 Travelers Ink

Cut is about $\frac{2}{3}$ actual size. Retail at from 25 to 35c each and the net wholesale price is \$5.40 per 36.

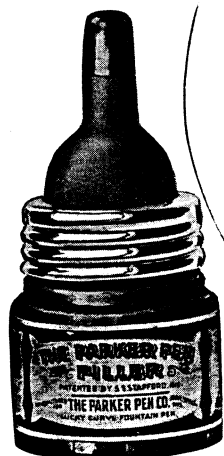
This is always a big seller. Each bottle packed in polished wood screw top case. Can be thrown into grip or suit case with perfect safety.

STYLOS

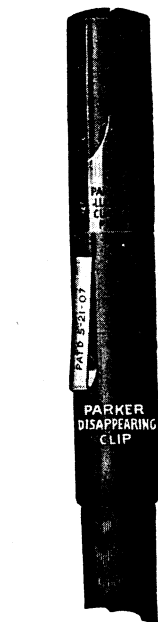
Yes, we have them. Black or red rubber (not illustrated). Two grades. One at \$1.00 and the other at \$1.50 retail.

DESK HOLDERS

Either pearl or ebony handles fitted with gold pens. \$8.00 per dozen with plain boxes. With plush boxes \$10.00.



Pump Filler Bottle



Phantom view showing **LEVEL LOCK** ready for use.



Recedes to a level of cap, looks like a name plate.

Level Lock or Disappearing Clip

Cannot be sold separately from cap as cap must be cut and fitted to clip. If fountain is wanted fitted with L. L. Clip add 25c to price. Net wholesale price to the trade 15c.



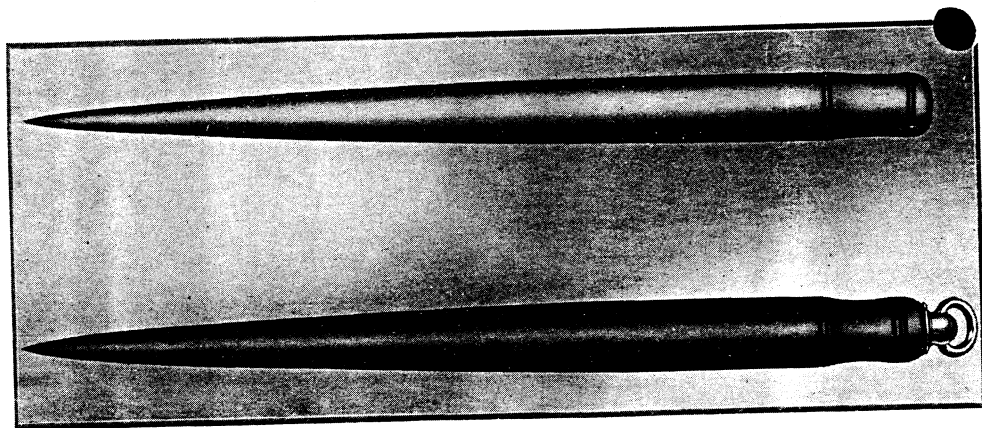
Shows Clip Only



Shows Clip Attached to Pen Point

Klymax Clips

Klymax Clips 1 piece, good looker and a big seller. Slips on over any cap. Strong and durable. Price 10c each. Net wholesale price to the trade 75c per quarter gross or \$2.75 per gross.



STILETTOS

These are not to do murder with but ladies use them for doing fancy work such as embroidery, etc. They are made of the same kind of material we use in making the colored crowns for the pen caps when so ordered. They come in the most beautiful colors, green, pink, blue, white, orange, etc. Great for card prizes and the like.

Retail at 50c each without the gold plated ring at head or with ring for 75c. Discount to the trade from the above 40%.

The Pump Filler Bottle

It's difficult to realize by simply seeing a cut of this bottle what it is really capable of doing. To fill a pen *without unscrewing* nozzle simply take out the little plug or stopper at extreme top of bottle which fits into the conical rubber diaphragm and insert the nozzle of pen instead. Then invert the bottle and "pump" so as to flex the diaphragm. In much less time than it takes to tell it your pen is full. Retail at from 25 to 35c, wholesale price to the trade \$5.40 per quarter gross.

of Parker Lucky Curve Fountain Pens

Curve Feed Tube, Parker Ink Controller, and Anti-break-Cap.
Fully Warranted for One Year.



No. 18. Price \$2.00. With Level Lock Clip \$2.25.

If you prefer a pen with a screw joint, here it is. No. 18½—Same as No. 18 but with fancy chased holder.



No. 20. Price \$2.50. With Level Lock Clip \$2.75. Furnished in New Self Filler at Same Prices.

with or threaded end where fingers grasp the fountain. One of the most popular numbers we make.



No. 23. Price \$3.00. With Level Lock Clip \$3.25. Furnished in New Self Filler at Same Prices.

This popular number has a full size larger gold pen than the preceding. The larger pen affording as it does, the different "feel," will richly repay any one to purchase this pen if they are connoisseurs. No. 23 Hexagon will not roll from desk. Price \$3.00.



No. 20½. Chased. Price \$2.50. With Level Lock Clip \$2.75. Furnished in New Self Filler at Same Prices.

This is the same size as No. 20. The only exception is the fancy chasing on the barrel and cap. May be had when so ordered with fancy chased barrel and plain cap.



No. 23½. Chased. Price \$3.00. With Level Lock Clip \$3.25. Furnished in New Self Filler at Same Prices.

It is No. 23 but with beautifully chased barrel and cap. It is particularly suitable for a lady's pen, and can be furnished in a smaller sized barrel than regular, if desired.



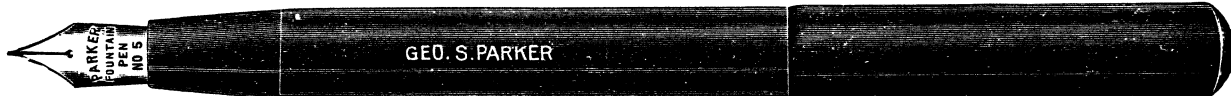
No. 24½. Chased. Price \$4.00. With Level Lock Clip \$4.25. Furnished in New Self Filler at Same Prices.

Same description given No. 20½ will apply to this pen, with exception of the size. In size it is a duplicate of No. 24. No. 25½—Same size as No. 25 but with fancy chased holder. Price \$5.00. No. 26½—Same size as No. 26 but with fancy chased holder. Price \$6.00. No. 28½—Same size as No. 28 but with fancy chased holder. Price \$7.00. No. 24½ with two gold bands. Price \$5.00. Same as 24½ regular but barrel is fitted with two gold filled plain or chased bands. No. 25½— with two gold bands. Price \$6.00. Same as No. 25½ regular but with two gold filled plain or chased bands on barrel.



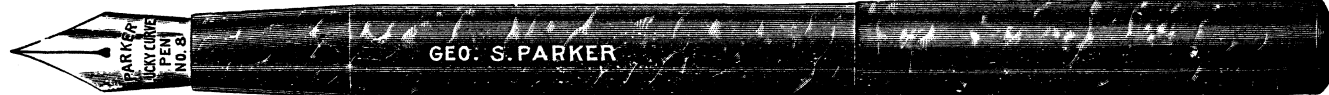
No. 24. Price \$4.00. With Level Lock Clip \$4.25. Furnished in New Self Filler at Same Prices.

These pens are much larger than the general run of pens, and they are purchased by those who know just what they want, and can afford to pay the higher price necessary for the larger and finer pen. If you feel like spending \$4.00 for a fountain pen, and purchase this pen, we feel safe in saying one year hence \$10.00 would not buy it if another could not be purchased. It has a "feel" too, all its own. We can recommend it as one of the finest pens made.



No. 25. Price \$5.00. With Level Lock Clip \$5.25. Furnished in New Self Filler at Same Prices.

If you enjoy writing with a large fountain pen, you should own a No. 25. It will tell the story of what real luxury is possible to be afforded by a fountain pen. The entire fountain is large, but you forget all about that, as the large, smooth, shining pen glides swiftly over the paper.



No. 28. Price \$7.00. With Level Lock Clip \$7.25.

It is put out in response to a demand for "the largest pen you make." The barrel is not very much larger than No. 26, but the pen is No. 8. You probably have among your customers some Lawyer or Doctor, Teacher, Insurance or Real Estate Agent, who is just waiting for such a pen.



Shorthand Pen, Price \$4.00. With Level Lock Clip \$4.25.

Here is a pen which is made after the specification of one of the leading shorthand writers of the country. The pen is short, elastic and practically without "set." It will write if held on the paper simply by its own weight. We have sold many hundreds of these pens to shorthand writers all over the country. This pen can be furnished with thicker barrel than one shown in cut, but most writers of shorthand like a thin barrel and large pen. Many prominent shorthand schools have purchased hundreds of these pens.



No. 21 1/2. Fancy Chased Barrel and Cap. Price \$3.50. With Level Lock Clip \$3.75.

A pretty pen with gold filled bands. Very neat and attractive. Can be had with chased or plain bands. No. 21, price \$3.50. Same as above but with plain holder. With Level Lock Clip, \$3.75.



No. 9. Gold Mounted. Price \$4.00.

This is essentially a gentleman's pen. It is very handsome and large sized. An ample ink reservoir. Beautifully mounted in 18K gold filled. A superb pen in every way. For a medium priced birthday or holiday gift it is very appropriate.



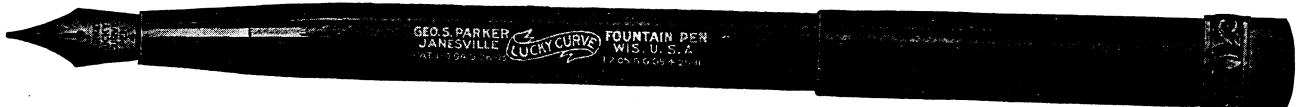
No. 6. Fountain, Ladies' or Gentlemen's Size, Gold Filled Bands. Price \$3.00.

This is a very handsome pen. Has beautifully shaped barrel, fitted with 18K gold filled bands. It is made in two sizes—one size as shown, and ladies' size, considerably smaller.



No. 51. Price \$3.50.

This is very plain with a filled gold or sterling silver ornament in center of barrel for name. It is so unique that it has already become a decided favorite.



No. 50. Price \$5.00.

Neat and attractive barrel perfectly plain, cap crowned with white surrounded by gold filled band. A dignified, yet rich looking pen that is highly prized by many. No. 50 1/2—Same as No. 50 with chased barrel and cap, \$5.00.



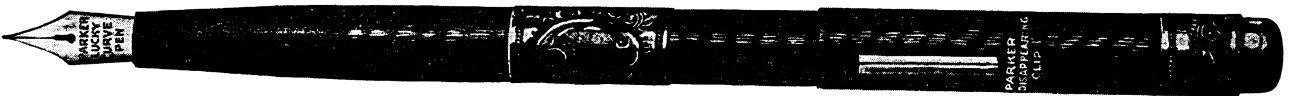
No. 52. Sterling Hammered Silver Swastika Design. Price \$12.00.

The hammered effect gives it a look very different from anything shown heretofore. A beautiful two-compartment, leather, plush-lined box given with this pen. No. 53. 18K Gold Filled. Price \$15.00. This is also of the Swastika design of good luck. Barrel has the appearance of old gold in fine lines and ridges. A perfect beauty. As a present for a young lady or as a birthday or holiday present for anyone, it would be treasured. Beautiful two compartment leather box, plush lined, without extra charge.



No. 33. Gold Filled. Price \$5.50. No. 34. Sterling Silver, \$4.50.

This pen is one of our leaders in the mounted styles. It is certainly the biggest value ever put into a pen retailing for less than \$6.00. Neat, tasty and a real beauty.



No. 42 1/2. Price \$4.50. With Level Lock Clip \$4.75.

This pen represents a rather new departure in pen decoration. Neat, simple and elegant. Blank space on gold band in center for name.



No. 61. Price \$12.00.

Barrel, cap and nozzle entirely covered with 18 K. gold. There is something about the plainness of this pen that makes it very pleasing to the eye. A very beautiful gift pen.



No. 47. Price \$10.00.

There is no question but that the above cut illustrates one of the most beautiful pens to be had anywhere; gold filled bands hold pearl in place. Cap superb 18K gold filled in a beautiful floral design. Note the graceful lines of the pearl mounting. Space on cap for engraving owner's name.



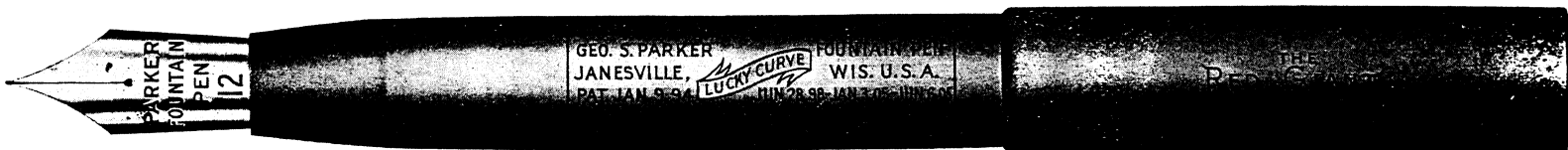
No. 20 1/2. Ladies' Size. Price \$2.50. With Level Lock Clip \$2.75.

The above cut shows ladies' size of No. 20 1/2. We also have ladies' size in Nos. 23 1/2 and 24 1/2 the barrels of which are more slender than the regular sizes of these numbers. Prices respectively, \$2.50, \$3.00 and \$4.00. The size of the gold pen in No. 20 1/2 is No. 2; in the No. 23 1/2, No. 3, and in No. 24 1/2, No. 4.



No. 21 1/2. Ladies' Size. Price \$3.50. With Level Lock Clip \$3.75.

This shows another style of ladies' holder. Same as our No. 21 1/2 only in smaller size.



THE RED GIANT. Price \$10.00. Furnished Red or Black.

The king of pens. Not everyone would care for such a pen, but there are many who do. This pen fills the want of those who want "the biggest pen you make." The gold pen is a No. 12 and the barrel is big enough so you can drop into it an ordinary sized pen and almost lose it. If you like a big pen, here you are.

Parker Jack-Knife Safety Fountain Pens



No. 20 Jack Knife Safety. Price \$2.50. Price with Gold Filled Ring \$2.75.

This is our regular size No. 20 Jack Knife Safety. No other pen has ever equalled in so short a time the sales reached by this pen. No. 20 1/2 Jack Knife same size and price as No. 20 Jack Knife but with fancy chased barrel and cap.



No. 23 1/2 Jack Knife Safety. Price \$3.00. Price with Gold Filled Ring \$3.25.

This shows the chased holder which makes a very neat and pleasing effect. Fitted with No. 3 gold pen. A good seller. No. 23 Jack Knife, price \$3.00. Same as above only with plain holder. No. 24 Jack Knife Safety, price \$4.00. One size larger than the No. 23 Jack Knife. Has a No. 4 gold pen with any desired flexibility. No. 24 1/2 Jack Knife, chased, same size and price as No. 24 Jack Knife.



No. 25 Jack Knife Safety. Price \$5.00. Price with Gold Filled Ring \$5.25.

This is the largest Safety we make at present, except on special orders. A magnificent pen, fitted with gold pen No. 5. Cut is slightly reduced. No. 25 1/2 Jack Knife same size and price as No. 25 Jack Knife but with fancy chased barrel and cap.



No. 14 Jack Knife Safety. Sterling Silver Mountings. Price \$5.00. Regular or Baby Size.

No. 16 Jack Knife Safety. Gold Filled Mountings. Price \$6.00. Regular or Baby Size.

This cut shows the Baby Jack Knife which has been displayed in our magazine advertisements. It is one of the most popular patterns. This beautiful little pen is a source of admiration and delight to many. Ladies find this very convenient and dainty. It is fitted with a little ring fastened to end of cap so it may be suspended by a chain.



No. 45 Jack Knife Safety. Regular Size, Price \$6.50.

Barrel covered with pearl held in place by gold filled bands. Tip on safety cap set with colored stone or pearl. A beauty.



No. 49 Baby Jack Knife Safety. 18K Rolled Gold. Price \$10.00.

Any lady owning this pen would regard it as a treasure. Can be carried in the purse or hand bag with perfect safety. Cap and barrel have the deep lined engraved effect with beautiful floral designs on top and bottom of these lines. Space reserved for engraving of owners' name. Any of the plain Jack Knife Safety Pens can be had in baby size which is considerable shorter than the regular size, at same price. The plain or chased Jack Knife pens can be furnished with one or two neat gold filled bands mounted on cap for 50c per band in addition to price of pen.

Any of these may be had with any style pen point and also in various style barrels, plain black, mottled or chased. We also have the following fancy mounted Jack Knife Pens in the same design and at the same price as the regular style pens of these numbers listed and shown elsewhere in this catalogue: 15 Jack Knife, 48 Jack Knife, 49 Jack Knife, 55 Jack Knife and 56 Jack Knife.

The Parker Jack-Knife Safety, Long Barrel



No. 20 Long Jack Knife Safety. Price \$2.50.



No. 23 Long Jack Knife Safety. Price \$3.00.



No. 24 1/2 Long Jack Knife Safety. Chased Holder. Price \$4.00.



No. 25 Long Jack Knife Safety. Price \$5.00.

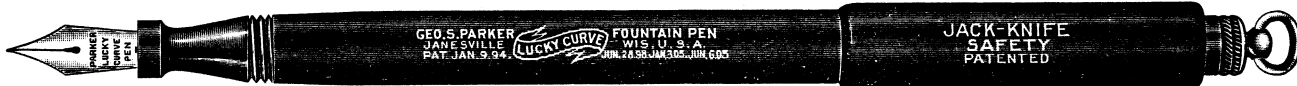
The Parker Jack-Knife Safety, With Rings



No. 20 1/2 S. R. Jack Knife Safety. Regular Length. Price \$2.75 including Ring.



No. 20 1/2 S. R. Jack Knife Safety. Long Barrel. Price \$2.75 including Ring.



No. 23 S. R. Jack Knife Safety. Long Barrel. Price \$3.25 including Ring.



No. 25 S. R. Jack Knife Safety. Long Barrel. Price \$5.25 including Ring.

Emblem Pens



We are prepared to supply the Parker Pen with the emblem of almost any of the more prominent orders. The cut shows one of the many styles. The emblem is on solid (not plated) gold band. Makes a fine present for some secret order man. Price \$12.00 each for K. of P., K. of C., I. O. O. F., Elks, Blue Lodge, Chapter, Shrine, Knight Templar and others Rolled gold plate 18K instead of solid gold, same design. \$8.



This shows how the pen looks mounted with the Elks emblem. A very popular emblem. Price \$12.00. These Emblem pens can be fitted with gold filled Level Lock Clips for 50c each in addition to the price of the pen which add very much to their beauty.

SIDE TALKS

About Geo. S. Parker Fountain Pens and Other Subjects

JULY, 1914

JANESVILLE, WISCONSIN, U. S. A.

No. 5

Shall We Count You In On Efficiency Week?

"AS A MAN THINKETH, SO HE IS." It is just as essential to think strongly and in the right direction in order to accomplish what he sets out to do, as it is necessary for a hunter to aim his gun straight if he would bring down the quarry. The man who makes up his mind to SUCCEED, actually will come many times nearer doing what he sets out to do than the man without AIM and DETERMINATION.

In order that there may be an objective point, to which will mean an achievement that is well worth working for, we are setting apart the week beginning September 1st as "EFFICIENCY WEEK."

Personally the writer wants every live-wire dealer who is selling Parker Pens to compete during "EFFICIENCY WEEK." In order to make this "EFFICIENCY WEEK," or it might be called "ACHIEVEMENT WEEK," an epoch in your history, we are going to offer some interesting prizes. These prizes are to be given for a photo of the most attractive window display of PARKER LUCKY CURVE FOUNTAIN PENS.

The First Prize is Fifty Dollars (\$50.00)

The Second Prize is Twenty-five Dollars (\$25.00)

The Third Prize is Set of Books—"The Knack of Selling."

IN ADDITION TO THESE PRIZES to all other dealers who do not win one of the grand prizes but who compete for same by making an attractive window display and putting forth every effort to sell the greatest possible number of Parker Pens during "EFFICIENCY WEEK," sending us a good photograph of the window display made, we will award a prize of one of the new PARKER TRANSPARENT PENS upon receipt of photo and a letter telling how many Parker Pens were sold during "EFFICIENCY WEEK." (All photos submitted must be post card size or larger.)

DON'T DELAY, GET BUSY. Let our big half page advertisement in the Saturday Evening Post, Cosmopolitan, McClure's and others help you. It is "up to you" to put your fountain pen business where you want it. Get everyone of your salesmen interested and enthused, you will sell four pens where otherwise you would sell but one. Where one pen is in a family and there are several other prospective customers in that family why not make it a point to see that every member is supplied.

Please tell us that you are in on this.

Yours sincerely,

Geo. S. Parker

The Pen Business in Europe

When the writer was in Europe, he made arrangements so that the trade in Great Britain will hereafter be supplied through the Parker Pen Co., Limited, London. This arrangement will serve a great number of people who have found it inconvenient to place their orders or who wanted to handle Parker Fountain Pens and in order to do so heretofore were obliged to send their orders to America, thus causing a considerable delay.

Orders from Great Britain can now be handled promptly and much more advantageously by the above arrangement.

Another agency that handles a large amount of Parker Pen business is that conducted by Mr. Chr. Olsen of Copenhagen, Denmark, who has the sole agency for the Parker Pen in Denmark, Norway, and Sweden.

Mr. Olsen has made for us an excellent representative and it was a real pleasure to the writer not only to meet him personally, but to be introduced to many dealers whom the writer had never personally met but who have handled Parker Pens in that wonderful country.

Displays

Incidentally the writer wishes to say in visiting many of the European cities, he could not but notice the somewhat different methods of window display practiced there by some of the dealers as compared with the United States. For instance, some of the stores that cater to especially fine trade, where they have awnings over their win-

dows, have the awnings lined underneath with a beautiful shade of blue or some color which gives a very nice setting to the window when the awning is down.

Still another thing, some dealers have little glass shelves or some arrangement in the window whereby they can put up their advertising or some of their choicest articles so as to be only just a little below the level of the eye of the person looking into the window instead of being down as low as we ordinarily have it in this country. It is an excellent suggestion and one well worthy of example.

Dealers as a rule in Europe use their windows to better advantage for advertising displays than do as a general rule the dealers of the United States. A great deal of care and good taste is expended upon making the windows just as attractive as may be. They evidently find it profitable to do so and in fact dealers with whom the writer talked stated that they considered it the cheapest form of publicity they could get.

Work to Please

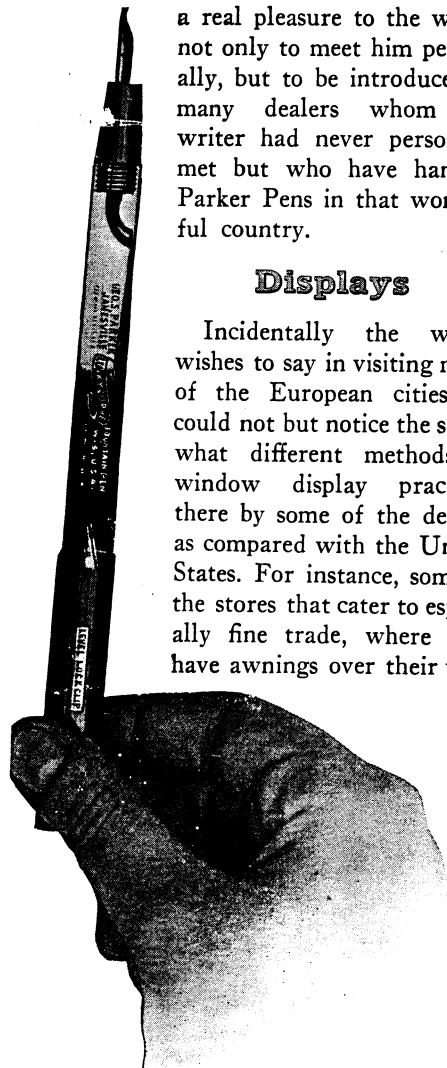
In regard

the fountain pen business in Europe, more care and attention is given the prospective fountain pen purchaser by the dealer or salesman than is given ordinarily in this country under the same circumstances. The dealer or his salesman will go to almost any length in order to satisfy the customers so he will go away more than pleased with a pen fitted to his hand and have the feeling that he has "just the pen" that was made especially for him. As a result, the ordinary man that is carrying a fountain pen in Europe is a constant booster of the make of pen that he is carrying. As a rule, the dealer who handles fountain pens in Europe realizes that it can be made a very profitable part of his business and consequently he carries a large and varied stock and makes it one of the most attractive places in the store and uses the windows to good advantage in letting people know that he has a big stock from which to make a selection. It evidently pays because dealers seem to be pleased and satisfied with the results.

A Christmas Suggestion

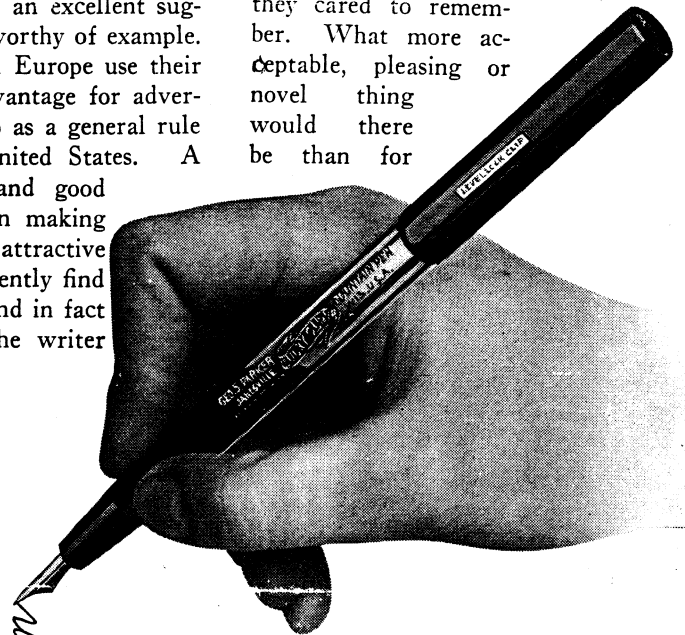
It may seem like a long time until Christmas as viewed through these hot days, but it is coming nevertheless. The Parker TRANSPARENT Pen affords an opportunity for a big increase in your fountain pen business.

Keep in mind that there may be firms in your city that make a practice, or could be induced to give Holiday reminders to such of their employees as they cared to remember. What more acceptable, pleasing or novel thing would there be than for



A Glance Shows Just How Much Ink there is in the Barrel

Parker Transparent Pen



You Would Enjoy Using a Transparent Parker

them to give a *Bakelite* Fountain Pen? What man or woman, boy or girl, for that matter, would not be pleased beyond measure to be presented with one of the Parker TRANSPARENT Pens, even though they may be already carrying a regular style.

Keep track of the birthdays and make a suggestion to possible customers—what splendid gift pens the new TRANSPARENT Pen would make. Everybody likes a novelty; they like to know that they own and carry something that is just a little different from the ordinary run. Take advantage of this trait in human nature and it will fatten up your bank account even in dull days.

"The salesman with the feeling of panic, is like the engineer who fancies that beyond the sharp curve there is NOTHING—only an abrupt ending and DISASTER. If he KEEPS ON thinking this way, he is soon a DANGEROUS proposition to have in the engine-cab. And if the salesman does not THINK SUCCESS, he is going to run off that curve on some trip, and LOSE HIS NERVE.

Price List of Parker Lucky Curve Fountain Pens

All Fitted with Lucky Curve Feed Tube, Parker Ink Controller and Anti-break Cap. Fully Warranted for One Year.



No. 18. Price \$2.00. With Level Lock or Disappearing Clip \$2.25.

Black or mottled rubber. If you prefer a pen with a screw joint here it is. No. 18½—Same as No. 18 but with fancy chased holder.



No. 20. Price \$2.50. With Level Lock Clip \$2.75. Furnished in New Self Filler at Same Prices.

Made with smooth or threaded end where fingers grasp the fountain. One of the most popular pens we make.

Parker No. 20 Transparent Bakelite, \$3.50.



No. 23. Price \$3.00. With Level Lock Clip \$3.25. Furnished in New Self Filler at Same Prices.

This popular number has a full size larger gold pen than the preceding. The larger pen affording as it does, the different "feel," will richly repay any one to purchase this pen if they are connoisseurs. No. 23 Hexagon will not roll from desk. Price \$3.00.

Parker No. 23 Transparent Bakelite, \$4.00.



No. 20½. Chased. Price \$2.50. With Level Lock Clip \$2.75. Furnished in New Self Filler at Same Prices.

This is the same size as No. 20. The only exception is the fancy chasing on the barrel and cap. May be had when so ordered with fancy chased barrel and plain cap.



No. 23½. Chased. Price \$3.00. With Level Lock Clip \$3.25. Furnished in New Self Filler at Same Prices.

It is No. 23 but with beautifully chased barrel and cap. It is particularly suitable for a lady's pen, and can be furnished in a smaller sized barrel than regular, if desired.



No. 24. Price \$4.00. With Level Lock Clip \$4.25. Furnished in New Self Filler at Same Prices.

These pens are much larger than the general run of pens, and they are purchased by those who know just what they want and can afford to pay the higher price necessary for the larger and finer pen. If you feel like spending \$4.00 for a fountain pen, and purchase this pen, we feel safe in saying one year hence \$10.00 would not buy it if another could not be purchased. It has a "feel," too, all its own. We can recommend it as one of the finest pens made. No. 24½ chased, \$4.00.

Parker No. 24 Transparent Bakelite, \$5.00.



No. 25. Price \$5.00. With Level Lock Clip \$5.25. Furnished in New Self Filler at Same Prices.

If you enjoy writing with a large fountain pen, you should own a No. 25. It will tell the story of what real luxury is possible to be afforded by a fountain pen. The entire fountain is large, but you forget all about that as the large, smooth, shining pen glides swiftly over the paper. No. 25½ chased, \$5.00.

Parker No. 25 Transparent Bakelite, \$6.00.



No. 28. Price \$7.00. With Level Lock Clip \$7.25.

It is put out in response to a demand for "the largest pen you make." The barrel is not very much larger than No. 25, but the pen is No. 8. You probably have among your customers some Lawyer or Doctor, Teacher, Insurance or Real Estate Agent who is just waiting for such a pen. No. 28½ chased, \$7.00.



Shorthand Pen, Price \$4.00. With Level Lock Clip \$4.25.

Here is a pen which is made after the specification of one of the leading shorthand writers of the country. The pen is short, elastic and practically without "set." It will write if held on the paper simply by its own weight. We have sold many hundreds of these pens to shorthand writers all over the country. This pen can be furnished with thicker barrel than one shown in cut, but most writers of shorthand like a thin barrel and large pen. Many prominent shorthand schools have purchased hundreds of these pens.



No. 21½. Fancy Chased Barrel and Cap. Price \$3.50. With Level Lock Clip \$3.75.

A pretty pen with gold filled bands. Very neat and attractive. Can be had with chased or plain bands. No. 21, price \$3.50. Same as above but with plain holder. With Level Lock Clip, \$3.75.



No. 9. Gold Mounted. Price \$4.00.

This is essentially a gentleman's pen. It is very handsome and large sized. An ample ink reservoir. Beautifully mounted in 18K gold filled. A superb pen in every way. For a medium priced birthday or holiday gift it is very appropriate.



No. 6. Fountain, Ladies' or Gentlemen's Size, Gold Filled Bands. Price \$3.00.

This is a very handsome pen. Has beautifully shaped barrel, fitted with 18K gold filled bands. It is made in two sizes—one size as shown and ladies' size, considerably smaller.



No. 51. Price \$3.50. Furnished in New Self Filler at Same Price.

This is very plain with a filled gold or sterling silver ornament in center of barrel for name. It is so unique that it has already become a decided favorite.



No. 50. Price \$5.00. Furnished in New Self Filler at Same Price.

Neat and attractive barrel perfectly plain, cap crowned with white surrounded by gold filled band. A dignified yet rich looking pen that is highly prized by many. No. 50½—Same as No. 50 with chased barrel and cap.



No. 52. Sterling Hammered Silver Swastika Design. Price \$12.00.

The hammered effect gives it a look very different from anything shown heretofore. A beautiful two-compartment, leather, plush-lined box given with this pen. No. 53. 18K Gold Filled. Price \$13.00. This is also of the Swastika design of good luck. Barrel has the appearance of old gold in time lines and ridges. A perfect beauty. As a present for a young lady or as a birthday or holiday present for anyone it would be treasured. Beautiful two compartment leather box, plush lined, without extra charge.



No. 33. Gold Filled. Price \$5.50. No. 34. Sterling Silver, \$4.50. Furnished in New Self Filler at Same Price.

This pen is one of our leaders in the mounted styles. It is certainly the biggest value ever put into a pen retailing for less than \$6.00. Neat, tasty and a real beauty.



No. 42½. Price \$4.50. With Gold Plated Level Lock Clip \$5.00. Furnished in New Self Filler at Same Price.

This pen represents a rather new departure in pen decoration. Neat, simple and elegant. Blank space on gold band in center for name.



No. 61. Price \$12.00.

Barrel, cap and nozzle entirely covered with 18K gold filled. There is something about the plainness of this pen that makes it very pleasing to the eye. A very beautiful gift pen.



No. 47. Price \$10.00.

There is no question but that the above cut illustrates one of the most beautiful pens to be had anywhere; gold filled bands hold pearl in place. Cap superb 18K gold filled in a beautiful floral design. Note the graceful lines of the pearl mounting. Space on cap for engraving owner's name.



No. 20½. Ladies' Size. Price \$2.50. With Level Lock Clip \$2.75.

The above cut shows ladies' size of No. 20½. We also have ladies size in Nos. 23½ and 24½ the barrels of which are more slender than the regular sizes of these numbers. Prices respectively, \$2.50, \$3.00 and \$4.00. The size of the gold pen in No. 20½ is No. 2; in the No. 23½, No. 3 and in No. 24½, No. 4.



No. 21½. Ladies' Size. Price \$3.50. With Level Lock Clip \$3.75.

This shows another style of ladies' holder. Same as our 21½ only in smaller size.



THE RED GIANT. Price \$10.00. Furnished Red or Black.

The king of pens. Not everyone would care for such a pen, but there are many who do. This pen fills the want of those who want the "biggest pen you make." The gold pen is a No. 12 and the barrel is big enough so you can drop it into an ordinary sized pen and almost lose it. If you like a big pen, here you are.

Parker Jack-Knife Safety Fountain Pens



No. 20 Jack Knife Safety. Price \$2.50. Price with Gold Filled Ring \$2.75.

This is our regular No. 20 Jack Knife Safety. No other pen has ever equalled in so short a time the sales reached by this pen. No. 20½ Jack Knife same size and price as No. 20 Jack Knife, but with fancy chased barrel and cap.



No. 23½ Jack Knife Safety. Price \$3.00. Price with Gold Filled Ring \$3.25.

This shows the chased holder which makes a very neat and pleasing effect. Fitted with a No. 3 gold pen. A good seller. No. 23 Jack Knife, price \$3.00. Same as above only with plain holder. No. 24 Jack Knife Safety, price \$4.00. One size larger than the No. 23 Jack Knife. Has a No. 4 gold pen with any desired flexibility. No. 24½ Jack Knife, chased, same size and price as No. 24 Jack Knife.



No. 25 Jack Knife Safety. Price \$5.00. Price with Gold Filled Ring \$5.25.

This is the largest safety we make at present except on special orders. A magnificent pen, fitted with gold pen No. 5. Cut is slightly reduced. No. 25½ Jack Knife same size and price as No. 25 Jack Knife but with fancy chased barrel and cap.



No. 14 Jack Knife Safety. Sterling Silver Mountings. Price \$5.00.

No. 16 Jack Knife Safety. Gold Filled Mountings. Price \$6.00.

This cut shows the Jack Knife which has been displayed in our magazine advertisements. It is one of the most popular patterns. This beautiful little pen is a source of admiration and delight to many. Ladies find this very convenient and dainty. It is fitted with a little ring fastened to end of cap so it may be suspended by a chain.



No. 45 Jack Knife Safety. Price \$6.50.

Barrel covered with pearl held in place by gold filled bands. Tip on safety cap set with colored stone or pearl. A beauty.



No. 49 Jack Knife Safety. 18K. Rolled Gold Filled. Price \$10.00.

Any lady owning this pen would regard it as a treasure. Can be carried in the purse or hand bag with perfect safety. Cap and barrel have the deep lined engraved effect with beautiful floral designs on top and bottom of these lines. Space reserved for engraving of owner's name. Any of the plain Jack Knife Safety Pens can be had in baby size which is considerable shorter than the regular size, at same price. The plain or chased Jack Knife Pens can be furnished with one or two neat gold filled bands mounted on cap for 50c per band in addition to price of pen.

Any of these may be had with any style pen point and also in various style barrels, plain black, mottled or chased. We also have the following fancy mounted Jack Knife Pens in the same design and at the same price as the regular style pens of these numbers listed and shown in our regular catalogue—15 Jack Knife, 48 Jack Knife and 56 Jack Knife.

The Parker Jack-Knife Safety, Long Barrel



No. 20 Long Jack Knife Safety. Price \$2.50.



No. 23 Long Jack Knife Safety. Price \$3.00.



No. 24 Long Jack Knife Safety. Price \$4.00.



No. 25 Long Jack Knife Safety. Price \$5.00.

The Parker Jack-Knife Safety, With Rings



No. 20 1/2 S. R. Jack Knife Safety. Regular Length. Price \$2.75 including Ring.



No. 23 S. R. Jack Knife Safety. Long Barrel. Price \$3.25 including Ring.

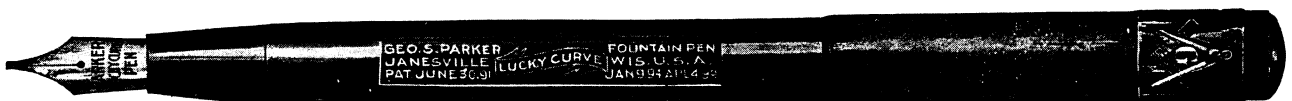


No. 23 1/2 S. R. Jack Knife Safety. Long Barrel. Price \$3.25 including Ring.



No. 25 S. R. Jack Knife Safety. Long Barrel. Price \$5.25 including Ring.

Emblem Pens



We are prepared to supply the Parker Pen with the emblem of almost any of the more prominent orders. This cut shows one of the many styles. The emblem is on solid (not plated) gold band. Makes a fine present for some secret order man. Price \$12.00 each for K. of P., K. of C., I. O. O. F., Elks, Blue Lodge, Chapter, Shrine, Knight Templar and others. Rolled gold plate 18K instead of solid gold, same design, \$6.00.



This shows how the pen looks mounted with the Elks emblem. A very popular emblem. Price \$12.00. These Emblem pens can be fitted with gold filled Level Lock Clips for 50c each in addition to the price of the pen, which add very much to their beauty.

SIDE TALKS

About Geo. S. Parker Fountain Pens and Other Subjects

NOVEMBER, 1914

JANESVILLE, WISCONSIN, U. S. A.

No. 6

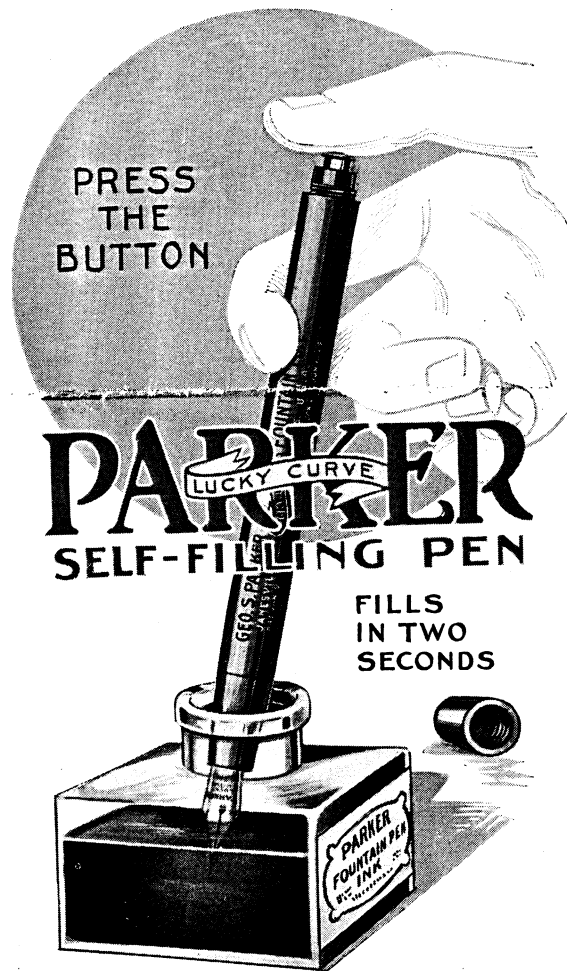
THE surprising increase in the sale of the PARKER "PRESS-THE-BUTTON" SELF-FILLING PEN has been a revelation to us. There is clearly a growing demand for a SELF-FILLING FOUNTAIN PEN

There is nothing like the Parker Self Filler in the whole world—no humps nor bumps, nor even a slit cut in the barrel. The little button with which the presser bar mechanism is operated is carefully secured and concealed by a little blind cap at the end of the fountain opposite the pen point. So cleverly is this done that one dealer who had ordered Self Filling Pens wrote us that he had received none.

We called his attention to the directions in reference to filling them. He then wrote us that he had the Self Filling Pens in stock but did not know they were Self Fillers when he wrote us and said:

"I have never before seen a Self Filling Pen so beautifully and perfectly made

If you are not completely stocked with a full assortment of the famous Self Fillers, do so at once. We can supply unmounted Self Filling Pens with the Jack Knife Safety cap if so ordered.



The Greatest Self Filling Pen in the World—The Parker. Is Your Stock Complete?

that the external appearance of it could not be told from one of the regular standard pens, not Self Filling."

Please read the following from Mr. A. W. Cleaver of the Kieselhorst Piano Company, St. Louis, Mo.

Mr. Geo. S. Parker,
Janesville, Wis.,

Dear Sir:—I purchased a Parker Self Filling Pen, No. 24, from your customers, Judge & Dolph. Have used same for a week, and will say that it is all you claim for it. Just suits me to a "T". The Parker Self Filling device is the best I have seen and the Level Lock Clip is fine. More could not be said.

No Humps, No Bumps, Simply "Press the Button." Its fun to sell such a pen because they sell themselves.

Oriental Posters

Herewith we reproduce again copy of the beautiful Oriental Poster for which the writer placed an order in Europe prior to the breaking out of the war. We have just received word from our brokers in New York City that the posters have at last gotten through and as soon as they pass the customs, will ship them to us. This being the case, we ought to have these in stock the tenth or the fifteenth of November at the latest.

The sample we received by mail is indeed a beauty. The scene represents the loneliness and a person seeing this poster cannot fail to remember it and in so doing, will be obliged to remember the Parker Pen. This poster is worthy of a place in any store in the country as it is an exceedingly attractive piece of advertising. It is printed in many colors and is yours for the asking.

Christmas Cut-Outs

We have a beautiful Christmas easel cut-out printed in ten colors which will give a Christmas atmosphere to any store if placed in the window. Let us know if you can use it.

Efficiency Week Displays

Herewith we reproduce a number of the "Efficiency Week" window displays. Nearly a thousand of our live wire dealers ran window displays. Bright, live, wide - awake chaps, every one of them. Just think of it! And best of all, it disclosed conclusively what window display actually does for the dealer.

The dealer who carries an assortment of Parker Pens and does not put up the advertising matter which we are glad to furnish him might acquaint twenty people out of every hundred that

enters his store with the fact that he is handling the Parker Pen. The dealer, however, that makes a window display using the attractive cut-outs, signs, etc., makes a direct connection between our national advertising campaign and his store. He acquaints about 98% of the people that enter his store with the fact that he is agent for the Parker Pen and his sales take on a corresponding increase.

Sales of fifty pens in a single week where dealers made a push on the sale of Parker Pens was not an unheard of thing by any means.

One dealer in a little town of twelve hundred inhabitants sold \$83.00 worth of pens in a single week. Another dealer in a larger city, nearly \$200.00 worth.

That all goes to illustrate the point that if you want to fill your pail with plums, you must shake the tree so the ripe fruit will drop down. If you are selling Parker Pens you do not want to keep them but you want to sell them. How can you expect to sell them if you do not let people know that you have them. *Window displays solve the problem.* We have just as attractive material to send you for window displays as we have sent to other dealers and we now have the Christmas material to add to it.

Send on your order for Parker Pens and t

TRAVELERS TO THE ORIENT

AND ALL OTHER COUNTRIES USE AMERICA'S GREATEST

FOUNTAIN PEN

PARKER

LUCKY CURVE

BECAUSE IT IS THE BEST

SOLD BY

Oriental Poster, 8 Colors, Size 23x34 inches

us that you want material to put in your windows for a window trim that will sell Parker Pens. Leave the rest to us.

Nothing Ventured—Nothing Won. You can not sell the goods unless you have them.

Began Selling Immediately

Mr. W. A. Winkel, Tigerton, Wis., says:

"Our first sale was registered in less than twenty minutes after raising the curtain of our window. We surely feel well paid for putting in our efforts during the past week (Efficiency) and assure you that these window displays will frequently be made in our window, more in the future than in the past."

No wonder Mr. Winkel feels that way for his sales were certainly fine.

Another Letter From a Small Town

Burckhardt & England, Breckenridge, Mo., in a town of 1025 inhabitants, and their sales were 20 Parker Pens.

Good taste in the arrangement marked their exhibit. Incidentally they introduced original ideas in their display, such as representing a battle scene and a Zeppelin and Aeroplane flying over the scene of battle. It is regrettable that the photograph that was sent in, in competition with the prizes, was not better for they state it does not do justice to the display. To their letter they add significantly:

"As to efficiency of salesman and display during 'Efficiency Week,' will say that 20 Parker Pens was our record."

Sold \$46.00 Worth of Parker Pens

The Bowie Drug Company, of Bowie, Texas, had an excellent window display which could not be reproduced here-with on account of the reflection shown on the photograph, but \$46.00 was their record for the week's display.

Both Sales and Prospects

Mr. W. P. Dunlap, Waukesha, Wis., says:

"We made a goodly number of sales and have many prospective sales all on account of the window display."

Couldn't Stop Selling Parker Pens

Mr. G. B. Parkinson of Almond, N. Y., says he "can't stop selling Parker Pens." His letter is written to us after "Efficiency Week."

"I sold nine pens during the week and was called from my home Sunday evening to sell another pen. The week following 'Efficiency Week', I sold five pens as a result of my former window display."

Sales Increased 100 Per Cent

Mr. W. H. Fuller, Silver Creek, N. Y., says:

"My sales on Parker Pens were 100% more than on any other sale of fountain pens ever put on, (Efficiency Week)."

A Great Success

Ackemann Bros., Elgin, Illinois, say:

"It is needless to say that 'Efficiency Week' window display proved to be the success expected."

21 Parker's Sold

"Our 'Efficiency Week' window sold for us 21 Pens" writes Mr. E. M. Lloyd, Spring Valley, Minn.

A Very Novel Display

Mr. J. H. Phillips, Druggist, Pittsburg, Pa., is a man with a spine. He ran a window display and was selling Parker Pens like hot cakes. One of his competitors asked him how it was he could sell Parker Pens when he could sell none and contemplated retiring from the pen business.

The difference between Mr. Phillips and his competitor is the same difference that there is between a dynamo that is revolving and giving off energy and power and a dynamo that is standing still, and benefiting nobody.

Mr. Phillips made a splendid record and says:

"I can sell Parker Pens because I have faith in them."

He sold during the display 50 Parker Pens. Mr. Phillips is one of these original chaps. Not only did he use the material which we sent him for display but he added to it and put in his window in addition to the display, an Angora cat and some little kittens (by the way, he sold all of the kittens). Then he put up signs:

**Cats scratch but Parker Pens do not
Don't be a cat's paw, use a Parker
Pussey foot in and buy a Parker Pen.**

We could go on multiplying page after page of letters similar to these. Invariably every dealer who made a good window display got more than satisfactory results. There is an abundance of trade to be had everywhere if it is gone after right.

Advertising material for window displays gladly sent to any live wire dealer who is selling Parker Pens.

Do you do local newspaper advertising? If so, let us send you a set of newspaper electros so that you may concentrate the efforts of our national advertising campaign right into your own store.

Does a Parker Pen window pay?

It certainly does.

Why?

Because the millions of times people have read the Parker Pen advertisements in publications like the Saturday Evening Post, Cosmopolitan, Christian Science Monitor, Independent, Collier's and many other publications of this kind, IT HAS CREATED A DESIRE WITHIN THEIR MINDS TO OWN A PARKER PEN. They have secretly resolved to make the purchase when the *favorable opportunity presents*.

You may be a Parker Pen dealer carrying a few Parker Pens, possibly not in a conspicuous place, but you have them. There is nothing particular to remind this possible customer that YOU WANT TO SELL HIM A PARKER PEN.

RESULT: His attention is not called to it and you thus lose the sale. Thus out of a possible hundred prospects who enter your store, only a very small percentage is acquainted with the fact that you have what they want.

NOT SO with the dealer who makes the Parker Pen window display. Every man that goes into the store who has had up the subject for consideration now *has the subject directly before him*.

RESULT: *Opportunity for the clever salesmanship* behind your counter to be put in motion. You know the rest.

Selling Fountain Pens in the Small Towns

The Irvine Drug Company, Reinbeck, Iowa, in a little town of 1205 inhabitants sold within one week \$83.60 worth of Parker Pens averaging \$3.35 per pen. Mr. Irvine writes us that:

"This phenomenal week's business could never have been done without your Saturday Evening Post ad, in connection with our window display. We certainly are well pleased with the results already obtained and we still have many prospects due only to the 'Efficiency Week' publicity and our window."

Do you live in a small town and still say fountain pens are sold only in the larger cities?

Perhaps it may be of interest to you to know that in proportion to the population, the people in the medium and small sized cities buy more good goods than they do in the big cities.

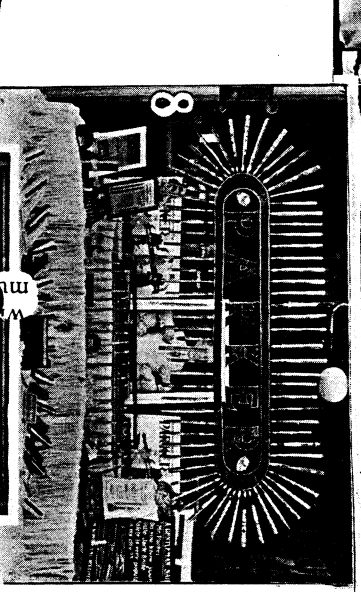
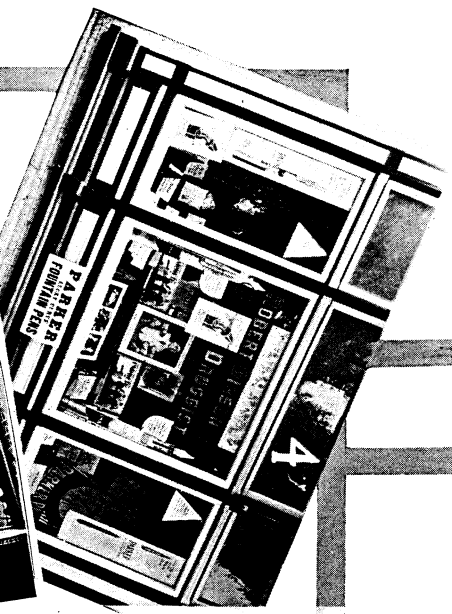
Here's a Letter From a Firm in a Big Town—Chicago

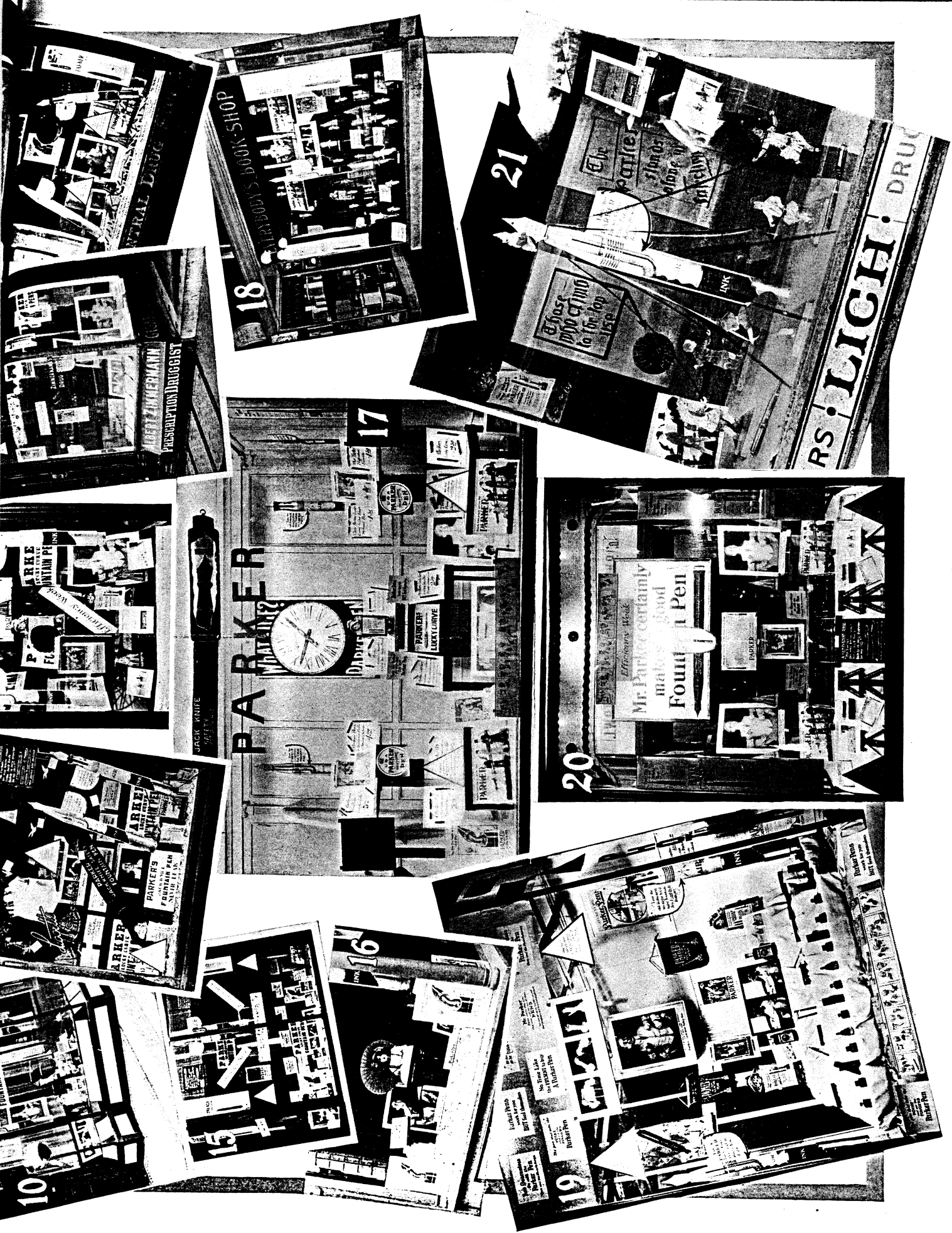
The Gold Drug Company write us:

"We have had more sales display week than we have had in months previous. It has been remarked that this is the most catchy Parker window display seen in this city."

EFFICIENCY WINDOWS

The first grand prize of \$50.00 was awarded to the University Pharmacies, Seattle, Washington. The second sweep-stake prize of \$25.00 was awarded to Strain's Limited, Winnipeg, Canada.





The third sweep-stake prize of a set of books, "The Knack of Selling". was awarded to Mr. E. A. Kersting, Arcadia Wisconsin.

A small selection from many hundred photos sent of displays that sold goods. We will gladly send Cut-Outs Christmas Signs to any Parker dealer who wants to increase his business

Parker Transparent Pen

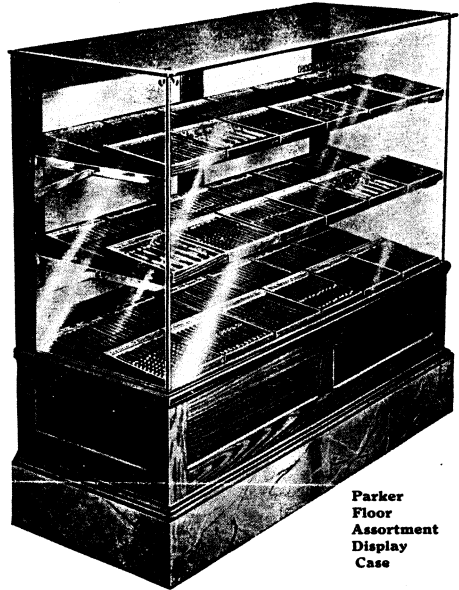
The Parker Transparent Pen

We ran test advertisements in the Saturday Evening Post, Collier's, Youth's Companion, Christian Science Monitor, Independent, and other publications to test for the demand for an entirely new type of fountain pen. It has shown us conclusively that there is an overwhelming demand for this new TRANSPARENT Pen.

Yes, we make this in both the regular and Self Filling styles. In the Self Filler, however, it should be borne in mind that enclosed in the barrel is a non-transparent rubber reservoir that holds the ink so that the ink cannot be seen through the barrel. However, the operation of the mechanism can be seen.

This type of pen makes a wonderful demonstrating pen to show the simplicity of the Parker "Press the Button" Self Filling Pen. The Transparent Pen in the other styles is made in Nos. 20,

23, 24 and 25. They retail at exactly the same amount as those made in black rubber, plus \$1.00.



Show Cases

We have beautiful plain glass show cases to hold three dozen, four dozen, six dozen, eight dozen and twelve dozen, all of which are counter cases. Then we have twelve dozen, eighteen dozen, twenty-four dozen, thirty dozen and thirty-six dozen regular floor cases (shown in cut). Special terms of payment given to dealers who order in show case assortments.

Jack Knife Safety Self Fillers

In response to a popular demand, we are making the Jack Knife Safety in the Self Filling Style in the full size barrels.

Do not be afraid to place generous orders for Parker Pens. Our big advertising campaign in the Post and many other publications is going to sell Parker Pens for you if you will permit it.

Do not build a wall of antipathy around your pen stock by failing to make it attractive, neat, clean, up-to-date and of good assortment.

The man who buys a Parker Fountain Pen regards it as about as important an event as getting married. He is choosing a life companion and wants to get one that just suits him in every way. If you do not have THAT pen, he will go to some one who does. Be sure your selection is right. Get the spirit of push and the opportunity is there to sell more Parker Pens than you ever sold before.

Let the spineless, jelly-fish dealer be the pessimist and to tell how it can not be done, but you saw wood, smile and sell pens.

Holiday Orders Should be in the Mail

No. 16 Jack Knife
No. 14. Jack Knife S
No. 2 Traveler's Fountain Pen
Parker Pump Filler. Fills any fo
Don't forget to sell Parker Ink wh
per gross.
This cut shows the Baby Jack Knife wh
beautiful little pen is a source of admiratio
ranased to end of cap so it may be suspend

price \$4.50. With Gold Filled Level Lock Clip \$5.00.
presents a rather new departure in pen decoration. Neat, simple and
There is no question but what the above
place. Cap superb 18k gold filled in a bear

Parent Pen

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Parker Floor Assortment Display Case

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Styles and Prices of The Parker Lucky Curve Fountain Pens

All Fitted with Lucky Curve Feed Tube, Parker Ink Controller and Anti-Break Cap. Fully Warranted for One Year.



No. 18. Price \$2.00. With Level Lock Clip \$2.25

Black or mottled rubber. If you prefer a pen with a screw joint, here it is. No. 18½—Same as No. 18 but with fancy chased holder.



No. 20½. Chased or Plain. Price \$2.50. With Level Lock Clip \$2.75. Furnished in New Self Filler at Same Prices
This is the same size as No. 20. The only exception is the fancy chasing on the barrel and cap. May be had when so ordered with fancy chased barrel and plain cap.

Parker No. 20 Transparent Bakelite \$3.50



No. 23½. Chased or Plain. Price \$3.00. With Level Lock Clip \$3.25. Furnished in New Self Filler at Same Prices.
It is No. 23 but with beautifully chased barrel and cap. It is particularly suitable for a lady's pen, and can be furnished in a smaller sized barrel than regular if desired.

Parker No. 23 Transparent Bakelite \$4.00



No. 24½. Chased or Plain. Price \$4.00. With Level Lock Clip \$4.25. Furnished in New Self Filler at Same Prices

Same description as No. 20½ will apply to this pen, with exception of the size. In size it is a duplicate of No. 24. No. 24½ with two gold bands. Price \$5.00. Same as No. 24½ regular but barrel is fitted with two gold filled plain or chased bands.

Parker No. 24 Transparent Bakelite \$5.00



No. 21½. Fancy Chased Barrel and Cap. Price \$3.50. With Level Lock Clip, \$3.75

A pretty pen, with gold filled bands. Very neat and attractive. Can be had with chased or plain bands. No. 21. price \$3.50. Same as above but with plain holder. With Level Lock Clip, \$3.75.



No. 33. Gold Filled. Price \$5.50. No. 34. Sterling Silver, \$4.50. Furnished in New Self Fillers at Same Prices

This pen is one of our leaders in the mounted styles. It is certainly the biggest value ever put into a pen retailing for less than \$6.00. Neat, tasty and a real beauty.



No. 51. Price \$3.50. Furnished in New Self Filler at Same Prices

This is very plain with a filled gold or sterling silver ornament in center of barrel for name. It is so unique that it has already become a decided favorite.



No. 50. Price \$7.00. Furnished in New Self Filler at Same Prices

Neat and attractive barrel perfectly plain, cap crowned with white surrounded by gold filled band. A dignified, yet rich looking pen that is highly prized by many. No. 50½—Same as No. 50 with chased barrel and cap, \$5.00.



No. 14. Price \$5.00. Sterling Silver Filligree. No. 16. Gold Filled, Price \$6.00. Furnished in New Self Filler at Same Prices

The mounting is inlaid over the vulcanite, making a most striking looking pen. Space is reserved for engraving name of owner.



No. 42 1/2. Price \$4.50. With Gold Filled Level Lock Clip \$5.00. Furnished in New Self Fillers at Same Prices
This pen represents a rather new departure in pen decoration. Neat, simple and elegant. Blank space on gold band in center for name.



No. 47. Price \$10.00

There is no question but what the above cut illustrates one of the most beautiful pens to be had anywhere; gold filled bands hold pearl in place. Cap superb 18K gold filled in a beautiful floral design. Note the graceful lines of the pearl mounting. Space on cap for engraving owner's name.

Parker Jack Knife Safety Fountain Pens



No. 20 Jack Knife Safety, \$2.50, with One Gold Band \$3.00. Price Including Gold Filled Ring \$3.25

This is our regular size No. 20 Jack Knife Safety. No other pen has ever equalled in so short a time the sales reached by this pen. No. 20 1/2 Jack Knife same size and price as No. 20 Jack Knife but with fancy chased barrel and cap with one gold band.



No. 23 1/2 Jack Knife Safety. Price \$3.00. Price with Gold Filled Ring \$3.25

This shows the chased holder which makes a very neat and pleasing effect. Fitted with No. 3 gold pen. A good seller. No. 23 Jack Knife, price \$3.00. Same as above only with plain holder. No. 24 Jack Knife Safety, price \$4.00. One size larger than the No. 23 Jack Knife. Has a No. 4 gold pen with any desired flexibility. No. 24 1/2 Jack Knife, chased, same size and price as No. 24 Jack Knife.



No. 25 Jack Knife Safety. Price \$5.00. Price with Gold Filled Ring \$5.25

This is the largest Safety we make at present, except on special orders. A magnificent pen, fitted with gold pen No. 5. Cut is slightly reduced. No. 25 1/2 Jack Knife same size and price as No. 25 Jack Knife but with fancy chased barrel and cap.



No. 20 1/2 S. R. Jack Knife Safety. Regular Length. Price \$2.75 Including Ring



No. 20 1/2 S. R. Jack Knife Safety. Long Barrel. Price \$2.75 Including Ring



No. 23 S. R. Jack Knife Safety. Long Barrel. Price \$3.25 Including Ring



No. 25 S. R. Jack Knife Safety. Long Barrel. Price \$5.25 Including Ring



No. 16 Jack Knife Safety. Gold Filled Mountings. Price \$6.00. Regular or Baby Size.

No. 14. Jack Knife Safety. Sterling Silver Mountings. Price \$5.00. Regular or Baby Size

This cut shows the Baby Jack Knife which has been displayed in our magazine advertisements. It is one of the most popular patterns. This beautiful little pen is a source of admiration and delight to many. Ladies find this very convenient and dainty. It is fitted with a little ring fastened to end of cap so it may be suspended by a chain.

Don't forget to sell Parker Ink with Parker Pens. No. 1 Fountain Pen Ink, price 25c per bottle, wholesale \$15.00 per gross. No. 2 Traveler's Fountain Pen Ink, retail 25c per bottle, wholesale \$18.00 per gross.

Parker Pump Filler. Fills any fountain pen without unscrewing nozzle. Retail 25c, wholesale \$21.60 per gross.

Parker Transparent Pen

The Parker Transparent Pen

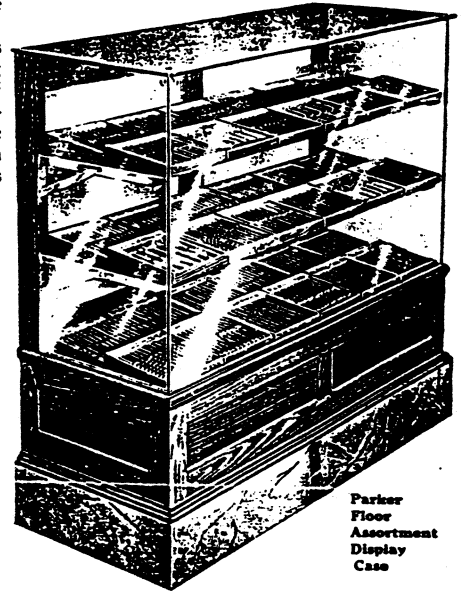
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Parker Pump Filler. Fills any fountain pen.

With Gold Filled Level Lock Clip \$5.00.
A rather new departure in pen decoration. Neat, simple and elegant.

There is no question but what the above is a rather new departure in pen decoration. Neat, simple and elegant. Cap superb IRK gold filled in a barrel.